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Advertising Age

50 YEARS 1930-1980

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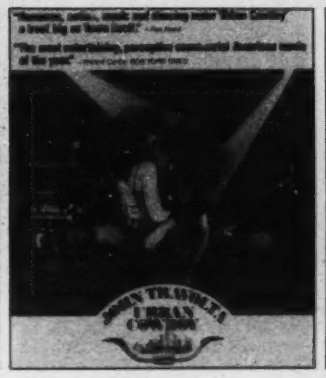
Movie dying? Change ads

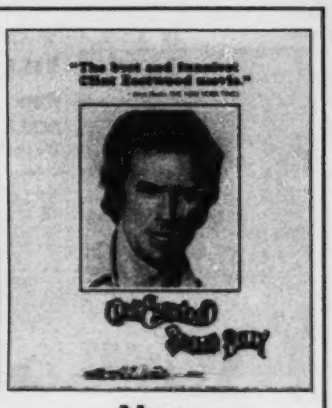
Country and western themes aren't bringing in the movie patrons, so Paramount has switched to a "Saturday Night Fever"-type ad theme for John Travolta and "Urban Cowboy," while Clint Eastwood takes center stage for "Bronco Billy" from Warner Bros. Repositioning follows "soft" box office results for both. Paramount is handled by Diener/Hauser/-Bates; Warner's agency is Grey Advertising.

Old



New

Old



New

Reynolds vows it'll beat back PM

By JOHN J. O'CONNOR

NEW YORK—Tearing a page from the book of beer baron August Busch III, R.J. Reynolds Tobacco is pouring on the advertising bucks in a bid to stop Philip Morris U.S.A. from unseating it as the nation's No. 1 cigaret maker.

The Winston-Salem, N.C.-based cigaret giant's determination to beat back its archrival was expressed by Gerald Long, exec vp, in a telephone interview spurred by RJR's decision to discontinue Real—one of the industry's biggest failures—as well as three other low-volume brands (AA, June 23).

▪ "As far as Ed Horrigan [RJR chairman and president] and myself are concerned, there is no way Philip Morris will pass Reynolds this year," Mr. Long said. "And from a management standpoint, we're dedicated that they'll never pass us."

The Horrigan/Long team, which has held the reins of the RJR Industries subsidiary less than a year, is committed to keeping RJR's share of industry media expenditures higher than its roughly 33% share of market.

"We believe in the Procter & Gamble and General Foods approach," Mr. Long continued, "You've got to spend more against the consumer than the competition. At the end of last year, the decision was made to juggle our advertising and promotion ratio which aided us in coming with higher advertising."

While he would not divulge how much RJR's budget was this year, an industry source put the advertising and promotion budget in the vicinity of $200,000,000.

Mr. Long acknowledged that a "certain parallel" existed between the RJR/PM battle and Anheuser-Busch's battle with another PM subsidiary, Miller Brewing. By vastly increasing its ad spending, the No. 1 brewer has successfully kept Miller in second place while increasing its own share in the process.

▪ The 1980 six-month industry sales report by analyst John C. Maxwell Jr. of Lehman Bros. Kuhn Loeb Research should indicate whether RJR's strategy is paying off or is, perhaps, an example of too much, too late. Mr. Maxwell's 1979 data showed the RJR share at 32.6%, down 0.3%,

(Continued on Page 54)

15¢ off on your first taste of new Sofia liquid lowfat yogurt.
The only yogurt made in the U.S. with the renowned imported cultures of Bulgaria.

Newspaper ads note that Coke Foods' yogurt is linked to Bulgaria.

Sofia on shelves; Start tests ads

Coke and GF test liquid yogurts

By NANCY GIGES

NEW YORK—Coca-Cola Foods and General Foods are testing new liquid yogurt drinks under the Sofia and Start names, respectively.

The Coke Foods entry has entered test in Portland, Me., and Rockford, Ill. GF has run a rough tv spot for Start in Atlanta, but the product is still in the concept stage, according to GF.

These two companies join Norton Simon's Canada Dry unit and a number of local and regional dairies in trying to expand the yogurt category, estimated at $600,000,000 annually.

▪ Sofia, available in peach, strawberry, blueberry and raspberry flavors, is packaged in 8-oz. cartons and retails for about 50¢. Advertising by F. William Free & Co. claims the product is "the only yogurt made in the U.S. with the renowned imported cultures of Bulgaria." In addition to tv and newspaper ads, Coke Foods also is conducting in-store sampling.

A spokeswoman said the company does not care to divulge how it is getting the yogurt culture to the U.S. Newspaper ads do not mention whether the cultures are active.

Copy notes, "Bulgaria—where yogurt is so smooth and mellow that Bulgarians consume more per person than anywhere else in the world. That's why we imported the very same cultures to give Sofia a delicious, drinkable, liquidy-light flavor."

▪ The GF commercial that aired in Atlanta positioned Start as a "perfect beverage to drink with breakfast." It said the yogurt comes in four flavors and contains a day's supply of Vitamin C. At the end of the spot a young boy asks his mother to save a container for him for an after-school snack. Agency was undetermined at press time.

According to sources close to the company, GF wanted to name its new yogurt Fresh Start, especially if the breakfast positioning tested well. But Colgate-Palmolive's selection of the Fresh Start name for a detergent nixed that idea.

In choosing Start, GF fell back

(Continued on Page 56)

FTC: Self-regulate new media

WASHINGTON—Federal Trade Commission chairman Michael Pertschuk sees FTC as an early warning system signaling marketers about potential problems as they explore the new electronic media of the 1980s.

The challenge for both advertisers and the commission, the FTC chairman told an ADVERTISING AGE/American Enterprise Institute conference on advertising in the '80s last week, is "how can we forestall the need for more heavy-handed forms of intervention later?"

The answer, he suggested, is for those exploring the new media to take "anticipatory action now—perhaps through appropriate self-regulation."

"The FTC can play a catalytic, early warning role, sensitizing and alerting media revolutionaries to potential competitive pitfalls and to the unintended risks to the consumer that may be the by-product of all these golden opportunities," he said.

▪ New media was also the springboard for a critical conference presentation by media expert Herbert D. Maneloveg, senior vp-director of media-marketing services at Della Femina, Travisano & Partners, New York.

Television's constant barrage of information, entertainment and education "is confusing the public rather than helping to lead," he said. Other media have followed tv's pattern toward short "bits of information" rather than expanding important ideas.

Conventional tv has become "almost exclusively a sales marketing tool," Mr. Maneloveg observed,

(Continued on Page 53)

last minute news

Deere shifting Europe business to Barker

MOLINE, ILL.—Deere & Co., the farm implement concern, will be moving some or all of its $8,000,000 account in Europe to Charles Barker ABH, London, the European partner of N W Ayer ABH, whose Chicago office handles Deere's U.S. account. Saatchi & Saatchi-Garland Compton, London, is the longstanding agency in Britain. Compton chairman Milton Gossett said the agency might be losing the British account, estimated at $800,000 but claimed that the remainder of the European business would stay with Compton.

Connecticut General picks Della Femina

HARTFORD, CONN.—Connecticut General Life Insurance Co. has chosen Della Femina, Travisano & Partners to succeed Cunningham & Walsh on its $5,000,000 account. The assignment is effective Sept. 1.

Golden Grain tests Home Style Italian sauces

SAN LEANDRO, CAL.—Golden Grain Macaroni Co., maker of Rice-a-Roni, has started test marketing Home Style Italian spaghetti sauces in

(Continued on Page 8)

Europeans flock

NEWSPAPER

3

AA MAR81
DC2001ACONGL IHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Net sales trail last year

Big week seen in upfront buy

By COLBY COATES

NEW YORK—Anticipating that "the dam will break" this week, network and agency execs estimated that each network had between eight to 12 firm upfront orders or deals on hold at the end of last week.

When an upfront deal goes on hold, the agency negotiator and the network have agreed to the target cpms and a schedule. The network freezes all units involved, pending what usually is routine confirmation of the deal by the client.

Sources suggested that from $80,000,000 to $120,000,000 per network was represented in the deals. Though some execs still held out hope for an upfront payout of approximately $1.6 billion, a mixed bag of indicators suggest that upfront prime time deals might total only $1.5 billion, well below last year's market.

▪ Some major agencies were teeming with CBS salesmen late in the week, hiking speculation that a few of the multibrand package goods advertisers were ready to put their imprimatur on deals on hold. Those making upfront deals claim that CBS has been the slowest of the three networks to sort through the various plans, so their spurt of activity indicated that both sides were getting anxious to come to terms.

One theory for CBS' tactics implies that the network tv sales department has been under heavy corporate pressure to hold out for the big percentage increases to help ease the burden of CBS Inc., which had a down first quarter and appears headed for an unimpressive first half.

Meanwhile other sources tended to look more at the agencies than CBS as the reason for an upfront pace that is well behind last year's.

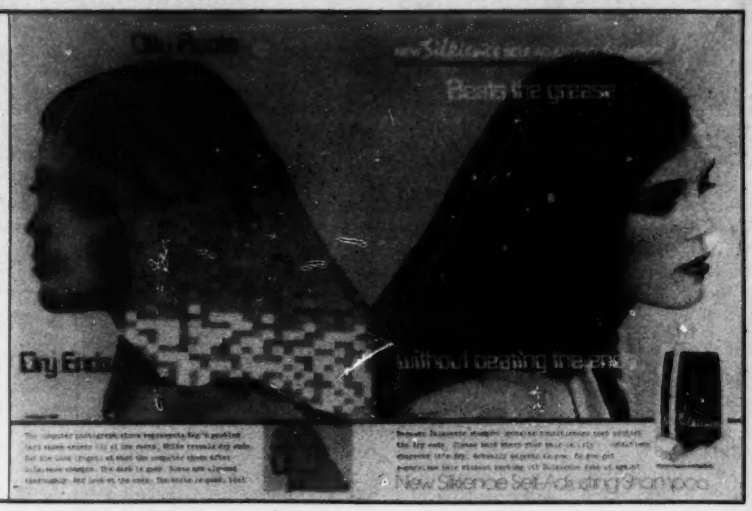
Explained one network exec, "The buyers are trying to control the marketplace. It's something they try and do in off years, but the networks have a lot of confidence. Maybe if they were more united, they might have some leverage; but the way it is now, they just can't do it, and we all know it."

Still, things are not quite like the salad days of recent memory. Before the start of the season, the networks were talking of an upfront market that would yield average

(Continued on Page 56)

Silkience Science

Color spread in August magazines for Silkience shampoo is part of a $10,000,000 introductory print and tv campaign from Boston-based Gillette Co.'s personal care division. Silkience conditioner was introduced last year. Agency is Advertising To Women, New York.



Any doubts about whether the Hamm's beer bear is still in favor at Olympia Brewing is dispelled by six 30-ft. high air-filled replicas of the character, to be sent around the country for promotions.

Esmark plan: Sell off units to make it more consumer oriented

By JENNIFER ALTER

CHICAGO—When Esmark Inc. divests itself of the profitable Vickers Energy Corp., closes some of Swift's problem fresh meat units and sells the remainder, the $6.8 billion holding company will emerge as a predominantly consumer-oriented marketer.

Following the Vickers sale, the company, which will retain Estech, International Playtex, International Jensen and Swift as a consumer products marketer, will then make a tender offer to stockholders to acquire approximately 50% of outstanding stock, about half of which it plans to use for acquisition.

The sale of the highly profitable Vickers (it produced 14% of Esmark revenue in fiscal 1979 and 41% of operating profits) was engineered largely to offset losses the company will incur in unloading Swift's fresh meat interests (estimated at from $200,000,000 to $300,000,000), Esmark president-chief exec Donald P. Kelly said.

Swift, in the next six months, plans to close a major beef and pork operation and several multiproduct facilities said to affect approximately 600 employes.

It then will take the remainder of its fresh meat operations—those with fewer labor problems—sweeten them with funding of pension and health care liabilities for employes and put them on the block as a new company, Swift Independent Packing Co.

It is hoped, according to Mr. Kelly, that an overseas business will acquire the new fresh meat company and that Swift will embark on a "long term association" with the new owner.

The remaining profits from the Vickers sale (scheduled to be accomplished by Nov. 1), will be used to back existing consumer products and also for purposes of acquistion, Mr. Kelly said. He said consumer products and specialty chemicals companies are of particular interest.

Mr. Kelly said Esmark elected to sacrifice Vickers partly because it is so lucrative. "We could have sold others," he said. "But where are premiums being paid today? In the energy field."

He also said Vickers will require capital expenditures in the future, and Esmark currently is looking for a balance sheet bolster, not a drain. Vickers spends approximately $3,500,000 on advertising through Ackerman/McQueen, Oklahoma City.

In explaining the tender offer, Mr. Kelly said the company believes its stockholders should have an opportunity to reassess their interests since the company has changed so much recently.

Mr. Kelly said Esmark is committed to the remaining Swift business. He said the recent switch of some Swift brands from Leo Burnett Co. to Foote, Cone & Belding (AA, June 16) was unrelated.

However, industry observers contend it was Swift's concern with the bottom line which precipitated this move. Sources say Burnett resigned the account only after Swift reduced its compensation fees.

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highlights

Monday, June 30, 1980

BBDO uses Miami acquisition as base for Latin American network. *See Page 4.*

The Republican Marketing Group plans to run $3,000,000 worth of 30-second spots during the fall campaign to aid Republican candidates running for local, state and national offices. *See Page 4.*

MCI has started to reap the benefits of its antitrust victory over AT&T even before its financial gains have been decided. *See Page 6.*

U.S. corporations may soon sponsor a foot-racing circuit offering prize money to top finishers. *See Page 10.*

Procter & Gamble is gearing up to appeal a court ruling against its Sure deodorant trademark. *See Page 20.*

Premiere pay tv satellite network gets signals from agencies, but won't consider linkups till late July. *See Page 26.*

More dental rinses with fluoride may flood the market. *See Page 26.*

Rance Crain, in a recent interview in Switzerland, talked with Nestle chairman Pierre Liotard-Vogt about his early days at Nestle, the campaign against Nestle baby formula products in the Third World and the company's efforts to improve its U.S. position. *See Page 31.*

Alvin H. Scheehter offers some suggestions on projecting the package as "hero" in special categories of consumer advertising. *See Page 40.*

RAM wants to open radio ratings to competitive bidding as it fights to stay in business. *See Page 42.*

American agencies are moving into Zimbabwe following the landslide election of Robert Mugabe. *See Page 43.*

Rep for some 75 gay newspapers and magazines across the country is trying to sell advertisers on his publications. *See Page 43.*

Life Savers president William Mack Morris will open ADVERTISING AGE Week, which begins Aug. 17 in Chicago. *See Page 49.*

Allied Stores Corp. sticks to original game plan in face of tough times for many retailers. *See Page 49.*

Americans cast an investor's eye at diamonds, and Zale Corp. seeks to capitalize on the trend. *See Page 50.*

The New York newspaper scene is jumping as the three major dailies all plan new editions. *See Page 53.*

Chrysler Corp. chairman Lee Iacocca outlined the company's new comeback plans, despite the downturn in domestic automobile sales. *See Page 53.*

Wells, Rich, Greene lost two accounts last week totaling more than $20,000,000 in billings. *See Page 56.*

Randall W. Hackett will exit Avis to join Ted Bates & Co. *See Page 55.*

Western Airlines may appeal a federal court ruling on its ads questioning group charters. *See Page 55.*

Small shops in the Los Angeles company area are getting just what they need, according to Needham, Harper & Steers/-West—it just formed a unit to give companies with small budgets the resources of a large agency. *See Page 57.*

Section 2

To be where little cable cars climb halfway to the stars, Section 2 goes to northern California this week to look at Baghdad by the Bay and beyond. Oakland, the Silicon Valley, Sacramento, Fresno and the Napa Valley, as well as San Francisco, are examined for topics of marketing interest peculiar to each of them—beginning opposite Page 30.

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MAY SWEEPS AFFILIATE AND INDEPENDENT TV STATION SHARES	51

Vol. 51, No. 28—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

FCC: Open access slot to kids' fare

WASHINGTON—Federal Communications Commission chairman Charles Ferris took his campaign for more weekday children's tv programing to a broadcaster meeting last week and zeroed in on the "unused" potential of the 7:30 p.m. to 8 p.m. [ET] time slot.

That period is off limits to network fare under FCC prime time access rule, but he noted a specific exemption permitting networks to use it for children's programing.

Network initiatives "might be welcome," he told children's programing execs meeting here at a two-day session sponsored by the National Assn. of Broadcasters and the National Assn. of Television Programming Executives. He also suggested local stations might schedule off-network syndicated children's series.

He cited the availability of the prime time access slot as an answer to broadcaster objections that afternoon tv time is committed to other audiences, and that this is followed by evening news.

FCC is investigating the adequacy of children's tv, including a suggestion that tv stations be ordered to carry 7½ hours of weekday children's shows. #

May sweeps affiliate and independent tv station shares

Top 50 Arbitron Markets/Tv stations ranked by sign-on to sign-off share

NEW YORK (1)

Station	Sign-on Sign-off	prime	access	early fringe
WABC-TV (A)	22	27	17	20
WNBC-TV (N)	19	22	16	18
WCBS-TV (C)	18	23	13	16
WNEW-TV	16	9	22	16
WPIX	10	8	8	14
WOR-TV	9	6	12	14

LOS ANGELES (2)

KABC-TV (A)	22	26	16	18
KNBC (N)	20	24	18	17
KNXT (C)	16	20	14	17
KTLA	11	9	14	12
KTTV	11	7	16	12
KCOP	8	6	9	8
KHJ-TV	7	4	5	10

CHICAGO (3)

WLS-TV (A)	24	29	15	19
WBBM-TV (C)	21	25	19	17
WMAQ-TV (N)	20	25	25	17
WGN-TV	15	8	20	19
WFLD-TV	11	4	16	19

PHILADELPHIA (4)

WPVI-TV (A)	35	32	31	36
WCAU-TV (C)	21	24	16	18
KYW-TV (N)	17	21	9	15
WTAF	8	8	24	11
WKBS-TV (Burlington, N.J.)	5	3	6	9
WPHL-TV	4	5	5	5

SAN FRANCISCO (5)

KGO-TV (A)	27	28	19	30
KPIX (C)	23	24	29	19
KRON-TV (N)	19	21	17	16
KTVU	14	12	16	15
KBHK-TV	5	3	8	7
KNTV (A) (San Jose)	3	3	1	3

BOSTON (6)

WCVB-TV (A)	27	29	11	25
WBZ-TV (N)	26	22	30	26
WNAC-TV (C)	19	23	20	15
WSBK-TV	8	8	10	10
WLVI-TV	7	5	10	10

DETROIT (7)

WXYZ-TV (A)	31	32	16	29
WJBK-TV (C)	24	27	12	24
WDIV (N)	24	28	28	23
WKBD-TV	13	6	33	19
WXON-TV	3	—	1	3

WASHINGTON (8)

WDVM-TV (C)	25	27	25	26
WJLA-TV (A)	22	24	19	21
WRC-TV (N)	19	23	10	16
WTTG	17	10	34	21
WDCA-TV	5	5	4	6

CLEVELAND (9)

WEWS (A)	33	32	32	33
WJKW-TV (C)	24	26	29	24
WKYC-TV (N)	22	25	11	15
WUAB-TV	13	9	20	21
WAKR-TV (A) (Akron-Canton)	2	2	—	3

DALLAS-FT. WORTH (10)

WFAA-TV (A)	27	30	32	18
KDFW-TV (C)	26	28	25	24
KXAS-TV (N)	26	27	22	27
KTVT	11	9	13	18
KXTX-TV	4	1	5	10

PITTSBURGH (11)

KDKA-TV (C)	32	31	35	34
WTAE-TV (A)	26	29	22	31
WIIC-TV (N)	18	20	21	14
WPGH-TV	6	4	5	8
WJAC-TV (N) (Johnstown)	3	3	3	3

HOUSTON (12)

KTRK-TV (A)	30	29	26	27
KPRC-TV (N)	25	25	17	21
KHOU-TV (C)	24	27	33	24
KRIV-TV	11	10	12	15
KHTV	7	6	9	11

MINNEAPOLIS/ST. PAUL (13)

WCCO-TV (C)	29	28	39	29
KSTP-TV (A)	28	29	20	23
WTCN-TV (N)	20	21	17	23
KMSP-TV	16	16	17	23

ST. LOUIS (14)

KMOX-TV (C)	26	29	25	22
KSDK (N)	25	26	21	21
KTVI (A)	24	27	19	21
KPLR-TV	4	13	19	17
KDNL-TV	2	3	11	14

MIAMI (15)

WTVJ (C)	28	26	17	34
WPLG (A)	27	30	14	24
WCKT (N)	25	27	35	21
WCIX-TV	10	6	12	12
WLTV	5	6	11	7

ATLANTA (16)

WSB-TV (N)	30	31	22	24
WAGA-TV (C)	27	29	24	25
WXIA-TV (A)	19	21	29	21
WTBS	12	10	16	12
WANX-TV	3	1	2	7

SEATTLE/TACOMA (17)

KOMO-TV (A)	30	31	19	28
KING-TV (N)	25	27	27	23
KIRO-TV (C)	23	25	24	26
KSTW-TV	13	8	19	15

TAMPA/ST. PETERSBURG (18)

WTVT (C)	33	31	37	31
WFLA-TV (N)	28	30	31	32
WTSP-TV (A)	21	21	11	18
WTOG-TV	8	8	14	13
WXLT-TV (A) (Sarasota)	3	3	1	2

(Continued on Page 52)

Arbitron analysis numbers tv ratings trends

By MAURINE CHRISTOPHER

NEW YORK—Suppose an advertiser is shopping for fringe tv schedules in the top 50 markets; which affiliates and independents look strongest in their market in that time period?

If access is the spot buyer's preferred location, which stations score heavily there?

Who's ahead where in the prime time race?

Say a popular independent is the goal for a run of schedule campaign; which stations are doing best at attracting homes throughout the broadcast day in terms of average quarter hour audience shares?

Answers to questions of this sort can be found in the top 50 markets analysis of the May Arbitron sweeps put together for ADVERTISING AGE by a broadcast researcher. In each market, leading stations were ranked according to how well they did in sign-on to sign-off household audience share for the period April 30 to May 27. Similar data for markets 51 through 150 will be published later.

In early fringe, the standout stations—in terms of their average audience share were: WBRC-TV, Birmingham, 51; WHIO-TV, Dayton, 47; WBTV, Charlotte, 41; WTEN, Albany, 40; WRAL-TV, Raleigh, 39; WSAZ-TV, Charleston, 38; WHAS-TV, Louisville, WTVF, Nashville, and WNEP-TV, Wilkes-Barre, all 36, and WGAL-TV, Harrisburg, 35.

WBRC-TV also led the parade in access share with a 61. Runners-up were: WBTV, Charlotte, and WISH-TV, Indianapolis, 44; KSL-TV, Salt Lake City, 43, and KMBC-TV, Kansas City, KOCO-TV, Oklahoma City, and WRAL-TV, Raleigh-Durham, all 40. Coming in at 39 were WCMH, Columbus, O.; WMC-TV, Memphis; WCCO-TV, Minneapolis, and WJAR-TV, Providence.

At the top of the list in these big population centers in terms of sign-on to sign-off household shares for indies was KPHC-TV, Phoenix, with a 19. Others in the top 110 on the basis of that criterion are: KPTV, Portland, Ore., 18 share; WTTG, Washington, 17; KMSP-TV, Minneapolis, and WNEW-TV, New York, both 16; WGN-TV, Chicago, 15; KTVU, San Francisco, 14, and WUAB-TV, Cleveland, KWGN, Denver, WKBD-TV, Detroit, WTTV, Indianapolis, KTXL, Sacramento, and KSTW-TV, Seattle, all at 13.

The WNEW-TV numbers were impressive enough to make the Metromedia bosses smile. The country's top grossing indie was a runaway in Monday through Friday access with a 22. It was only two points behind the third ranking affiliate—WCBS-TV—in total broadcast day shares. It tied the CBS-owned station in Monday-through-Friday fringe at 16. The city's other major independents, WPIX and WOR-TV, were just two points down at 14 in that category.

In Los Angeles, KTTV matched KABC-TV in access with a 16 and outscored CBS-owned KNXT at 14. KNBC-TV took this time category at 18. WGN-TV, in Chicago, came out ahead of both the ABC and CBS affiliate from 6:30 p.m. to 7 p.m., Monday-Friday as NBC's WMAQ-TV won with a 25.

In Philadelphia, indie WTAF placed second behind the ABC affiliate, WPVU-TV, in access, 31 to 24. That period in San Francisco was taken by KPIX-TV with the Group W package "Evening Magazine," which drew a 29 share. Field's indie, WKBD-TV, won access in Detroit with 33, followed by NBC affiliate, WDIV, at 28.

Judging from the dayparts covered in this analysis and as measured by Arbitron, Pittsburgh is KDKA-TV's town. It led in all four columns. The Atlanta superstation, WTBS, placed fourth in its home market behind the three affiliates. Sign-on to sign-off leader by a comfortable margin was WSB-TV, the longtime NBC affiliate that is moving to ABC. Brought into town by Satcom I, WTBS also was fourth in Charleston-Huntington, W. Va., with a 3 total day share.

Distant station coverage provided an intriguing pattern in such New England markets as Hartford-New Haven and Providence. Between them, WNBC-TV, WNEW-TV and WCBS-TV, New York, had an 11 sign-on to sign-off share in the Hartford/New Haven market. In Providence, four Boston stations muscled in for almost a 25% share. KNBC, Los Angeles, drew a 3 in San Diego as the fifth station in that market.

Among the lowest scoring affiliates were: WVIT, Hartford, NBC; WRET-TV, Charlotte, NBC; WPTF-TV, Raleigh, NBC, and WBMG-TV, Birmingham, CBS. The station with the highest shares in all four categories was WBRC-TV, ABC, in Birmingham.

The crucial local sweeps measurements included in this analysis cover the mass population areas that will be getting the lion's share of national spot budgets that are expected to total $3.255 billion this year.

The latest measurements confirm several ongoing broadcast trends. First, each major network's popularity varies widely throughout the country. Second, network fare continues to dominate prime time viewing. In varying orders, the affiliates came out one, two, three in tv's highest-priced time period in all 50 markets.

And lastly, independents are solidly entrenched as competitors to be reckoned with; for example, they placed as the No. 1 station in audience shares in access time in New York, Detroit and Phoenix. #

Spitzer shop now Bates

Toronto-based Spitzer, Mills & Bates Ltd. of Canada, a wholly owned affiliate of Ted Bates & Co., New York, for the last 20 years, has changed its name to Ted Bates Advertising. The Canadian Bates operation currently bills $31,000,000.

MGM marketing same following film, hotel split

Marketing operations of Metro-Goldwyn-Mayer's film and casino/hotel properties, now separate companies after stockholders approved a split effective June 2, are expected to remain mostly unchanged, MGM execs said.

MGM Grand Hotels, Las Vegas, will maintain its in-house advertising via Grand/Ad, said William Bray, advertising director. Metro-Goldwyn-Mayer Film Co. will maintain "control over strategy" for advertising movies that are distributed exclusively by United Artists via Diener/Hauser/Bates, under a long-term agreement that expires in November, 1983, said Richard Kahn, senior vp-worldwide marketing.

May sweeps affiliate and independent tv station shares

Top 50 Arbitron Markets/Tv stations ranked by sign-on to sign-off share

(Continued from Page 51)

BALTIMORE (19)

Station	Sign-on Sign-off	prime	access	early fringe
WJZ-TC (A)	29	31	32	26
WMAR-TV (C)	26	27	25	25
WBAL-TV (N)	25	28	13	26
WBFF-TV	6	3	10	7
WTTG (Washington)	5	3	15	8
WDVM-TV (C) (Washington)	3	4	2	3

HARTFORD/NEW HAVEN (20)

WTNH-TV (A)	28	29	22	26
WFSB-TV (C)	26	24	28	29
WVIT (N)	11	12	9	11
WNBC-TV (N) (New York)	4	4	3	3
WNEW-TV (New York)	4	3	6	4
WCBS-TV (C) (New York)	3	3	3	4

DENVER (21)

KBTV (A)	31	32	27	31
KOA-TV (N)	26	27	33	22
KMGH-TV (C)	23	25	13	17
KWGN	13	7	18	21

INDIANAPOLIS (22)

WISH-TV (C)	27	28	44	22
WTHR (N)	25	27	13	22
WRTV (A)	24	26	9	24
WTTV	13	10	21	21

SACRAMENTO/STOCKTON (23)

KCRA-TV (N)	27	25	16	31
KOVR (A)	25	32	32	15
KXTV (C)	19	23	21	17
KTXL	13	7	15	21
KTVU (Oakland-S.F.)	4	3	6	3

PORTLAND, ORE. (24)

KATU (A)	26	30	24	24
KGW-TV (N)	24	26	28	22
KOIN-TV (C)	24	26	23	27
KPTV	18	10	18	22

SAN DIEGO (25)

KFMB-TV (C)	27	25	38	34
KGTV (A)	25	29	17	29
KCST-TV (N)	18	19	14	10
XETV (Tijuana)	11	10	14	12
KNBC (N) (Los Angeles)	3	3	3	2

MILWAUKEE (26)

WISN-TV (A)	29	31	25	29
WITI-TV (C)	28	28	32	19
WTMJ-TV (N)	26	26	21	26
WVTV	10	9	10	15
WCGV	2	—	5	5

KANSAS CITY (27)

KMBC-TV (A)	28	29	40	25
KCMO-TV (C)	28	27	19	27
WDAF-TV (N)	26	27	20	24
KBMA-TV	10	8	9	16

CINCINNATI (28)

WLWT (N)	27	29	14	24
WKRC-TV (A)	27	28	31	26
WCPO-TV (C)	26	30	33	22
WXIX-TV	11	7	15	17
WBTI	2	2	1	3

BUFFALO (29)

WKBW-TV (A)	31	28	39	33
WIVB (C)	25	26	22	27
WGR-TV (N)	22	25	15	16
WUTV	6	5	9	11

NASHVILLE (30)

WSM-TV (N)	33	32	35	27
WTVF (C)	32	33	36	36
WNGE (A)	23	25	18	26
WZTV	4	3	5	4

PHOENIX (31)

KPNX-TV (N)	24	26	24	21
KOOL-TV (C)	23	25	20	26
KTVK-TV (A)	21	26	10	13
KPHO-TV	19	12	36	24
KNXV-TV	5	—	3	10

CHARLOTTE (32)

WBTV (C)	38	35	44	41
WSOC-TV (A)	25	29	23	28
WRET-TV (N)	9	12	4	6
WCCB	8	6	10	9

MEMPHIS (33)

WREG-TV (C)	30	31	18	22
WMC-TV (N)	27	26	39	25
WHBQ-TV (A)	21	25	20	20
WPTY-TV	8	5	13	16

NEW ORLEANS (34)

WWL-TV (C)	38	35	38	34
WVUE (A)	25	29	18	29
WDSU-TV (N)	23	26	23	20
WGNO-TV	6	2	13	11

COLUMBUS, O. (35)

WBNS-TV (C)	33	32	28	37
WTVN-TV (A)	29	32	23	31
WCMH (N)	28	27	39	27

GREENVILLE/SPARTANBURG/ASHEVILLE (36)

WFBC-TV (N)	36	33	28	31
WSPA-TV (C)	28	31	21	27
WLOS-TV (A)	24	24	35	28
WBTV (C) (Charlotte)	3	3	5	4

GRAND RAPIDS/KALAMAZOO/BATTLE CREEK (37)

WOTV (N)	28	28	23	29
WKZO-TV (C)	27	27	23	26
WZZM-TV (A)	20	19	23	26
WUHQ-TV (A)	8	9	5	7

PROVIDENCE (38)

WJAR-TV (N)	30	28	39	29
WPRI-TV (A)	26	28	17	31
WTEV (C)	13	15	6	10
WNAC-TV (C) (Boston)	6	7	6	6
WSBK-TV (Boston)	5	5	6	5
WLVI-TV (Cambridge-Boston)	5	2	5	6
WBZ-TV (N) (Boston)	5	4	8	5

OKLAHOMA CITY (39)

KOCO-TV (A)	27	24	40	31
KTVY (N)	26	26	18	24
KWTV (C)	23	25	15	18
KGMC	6	7	9	10
KOKH-TV	6	6	7	6

ORLANDO/DAYTONA BEACH (40)

WFTV (A)	31	29	22	29
WESH-TV (N)	26	29	28	21
WDBO-TV (C)	24	27	25	28
WOFL	7	5	10	11

RALEIGH-DURHAM (41)

Station	Sign-on Sign-off	prime	access	early fringe
WTVD (C)	34	33	33	32
WRAL-TV (A)	34	31	40	39
WPTF-TV (N)	8	11	9	8
WECT (N&C) (Wilmington)	4	6	3	4
WITN-TV (N) (Washington)	5	7	1	4

CHARLESTON-HUNTINGTON (41)

WSAZ-TV (N)	39	34	28	38
WOWK-TV (A)	22	23	20	25
WCHS-TV (C)	20	25	27	17
WTBS (Atlanta)	3	2	3	3

LOUISVILLE (43)

WHAS-TV (C)	32	31	32	36
WAVE-TV (N)	30	29	22	26
WLKY-TV (A)	19	21	16	18
WDRB-TV	9	8	18	13

DAYTON (44)

WHIO-TV (C)	37	32	38	47
WDTN (A)	23	27	17	17
WKEF (N)	17	20	17	15
WXIX-TV (Newport-Cincinnati)	4	2	5	6

HARRISBURG/YORK/LANCASTER/LEBANON (45)

WGAL-TV (N)	33	30	25	35
WHTM-TV (A)	18	22	12	18
WHP-TV (C)	12	14	14	10
WLYH-TV (C)	5	5	5	6
WSBA-TV (C)	3	4	3	3

NORFOLK/PORTSMOUTH/NEWPORT NEWS (46)

WTAR-TV (C)	32	32	32	32
WVEC-TV (A)	26	28	15	25
WAVY-TV (N)	21	27	20	15
WYAH-TV	8	3	16	14
WTVZ	7	4	12	6

SALT LAKE CITY (47)

KSL-TV (C)	30	29	43	34
KUTV (N)	27	30	32	20
KTVX (A)	27	28	10	22
KSTU	8	6	7	15

ALBANY/SCHENECTADY/TROY (48)

WRGB (N)	31	29	31	32
WTEN (A)	31	29	17	40
WAST (C)	20	25	27	14

BIRMINGHAM (49)

WBRC-TV (A)	49	42	61	51
WVTM-TV (N)	25	29	15	33
WBMG-TV (C)	11	15	5	7

WILKES BARRE/SCRANTON (50)

WNEP-TV (A)	31	31	37	36
WBRE-TV (N)	25	24	19	26
WDAU-TV (C)	17	21	11	17

These are the May sweeps household audience share averages for the area of dominant influence for the full telecast day, prime time, access and early fringe in the top 50 markets for April 30-May 27. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and station, in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m., and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation (ABC, NBC and CBS); stations without initials are indies.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported.